

Chat Participants: Marni Goldberg [REDACTED], Fred Sainz
[REDACTED], Hannah Smith [REDACTED]
[REDACTED], Peter A [REDACTED]
Chat Start Date: 06/28/23, 17:13:37 PM GMT
Chat End Date: 06/28/23, 20:48:41 PM GMT
Service(s): iMessage

June 28, 2023

Marni Goldberg

Is Tim in this meeting?

Sent: 06/28/23, 17:13:37 PM GMT
Service: iMessage

Fred Sainz

Yes

Sent: 06/28/23, 17:14:31 PM GMT
Service: iMessage

Fred Sainz

Placement and language (commission)

Style	Developer-styled link or button
Language	Template only; Specific pricing allowed
Frequency	No more than once per page
Side by Side	If same page as IAP, close and no greater prominence If not, reasonable means to access IAP
IAP Use & Discouragement	IAP required; May not discourage or mimic IAP

<<Attachment file name: PNG image.jpeg >>
Sent: 06/28/23, 17:14:43 PM GMT
Service: iMessage

Fred Sainz

Link out placement

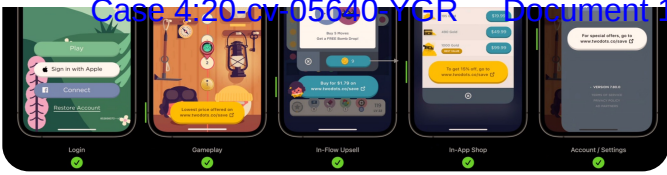


PLAINTIFF

U.S. District Court - NDCA
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v Apple Inc.
Ex. No. **CX-0540**
Date Entered _____
By _____

APL-EG_10805294; PRIV-APL-EG_00073518

APL-EG_11387939



<<Attachment file name: PNG image-1.jpeg >>
 Sent: 06/28/23, 17:19:36 PM GMT
 Service: iMessage

Fred Sainz

Link out language

Only these templates can be used; price/percentage and URL are variables

✓ Special Offer Template	For special offers go to www.hulu.com/welcome
✓ Lowest Price Template	Lowest price offered on www.hulu.com/welcome
✓ % Off Template	To get 50% off, go to www.hulu.com/welcome
✓ Specific Price Template	Buy for \$4.99 at www.hulu.com/welcome

<<Attachment file name: PNG image-2.jpeg >>
 Sent: 06/28/23, 17:26:37 PM GMT
 Service: iMessage

Fred Sainz

Compliance options		Option 1: No Commission	Option 2: Commission
Different Approach	Commission	No	Yes
	Style	Plain link or button	Developer-styled link or button
	Placement	Once per page; Not on same page as Apple IAP buy flow	Once per page
Same Approach	Language	Template only; Specific pricing allowed	Template only; Specific pricing allowed
	IAP Use & Discouragement	IAP required; May not discourage or mimic IAP	IAP required; May not discourage or mimic IAP

<<Attachment file name: PNG image-3.jpeg >>
 Sent: 06/28/23, 17:33:34 PM GMT
 Service: iMessage

Fred Sainz

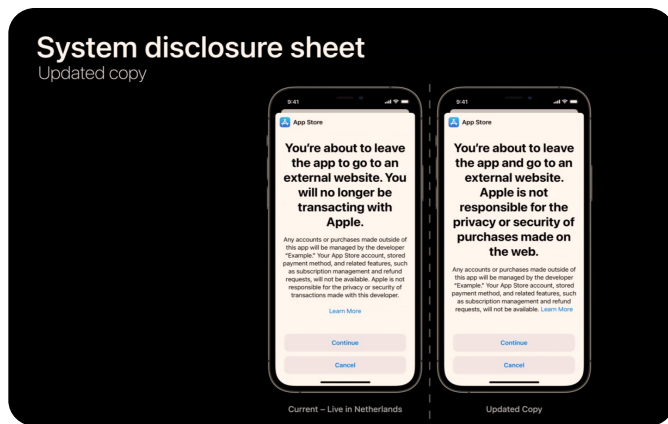
Link out language

Only these templates can be used; price/percentage and URL are variables

✓ Special Offer Template	For special offers go to www.hulu.com/welcome
✓ Lowest Price Template	Lowest price offered on www.hulu.com/welcome
✓ % Off Template	To get 50% off, go to www.hulu.com/welcome
✓ Specific Price Template	Buy for \$4.99 at www.hulu.com/welcome

<<Attachment file name: PNG image-4.jpeg >>
 Sent: 06/28/23, 17:57:44 PM GMT
 Service: iMessage

Fred Sainz

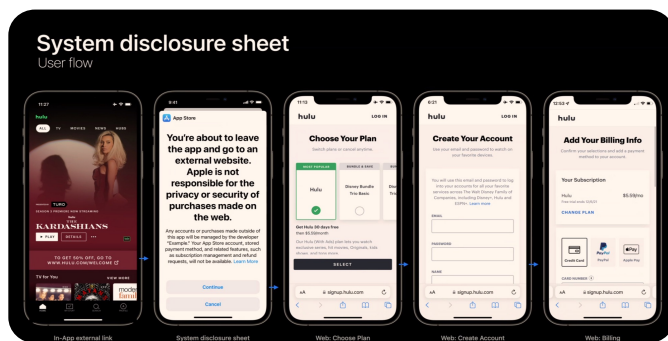


<<Attachment file name: PNG image-5.jpeg >>

Sent: 06/28/23, 18:18:02 PM GMT

Service: iMessage

Fred Sainz



<<Attachment file name: PNG image-6.jpeg >>

Sent: 06/28/23, 18:20:12 PM GMT

Service: iMessage

Fred Sainz



<<Attachment file name: PNG image-7.jpeg >>

Sent: 06/28/23, 18:22:50 PM GMT

Service: iMessage

Fred Sainz

Non-payment remedies

Certify that they have a system to accurately calculate and report transactions.

Remedies for failure to report or pay include:

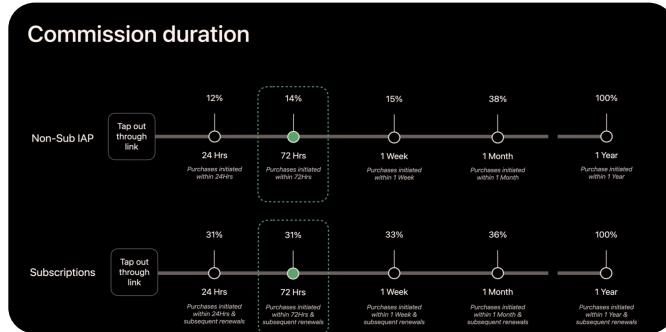
- Revoking entitlement to link out
- Blocking app updates
- Offsetting from paid app and IAP revenues
- Removing app from App Store
- Blocking apps from distribution on Apple platforms
- Suspension or termination from Developer Program

<<Attachment file name: PNG image-8.jpeg >>

Sent: 06/28/23, 18:23:01 PM GMT

Service: iMessage

Fred Sainz



<<Attachment file name: PNG image-9.jpeg >>

Sent: 06/28/23, 18:25:17 PM GMT

Service: iMessage

Marni Goldberg

Got it

Sent: 06/28/23, 18:26:14 PM GMT
Service: iMessage

Peter A

Copy

Sent: 06/28/23, 18:26:18 PM GMT
Service: iMessage

Fred Sainz

I told Jen and team

Attorney Client Privilege

Attorney Client Privilege

Sent: 06/28/23, 18:26:42 PM GMT
Service: iMessage

Yes I agree.

Sent: 06/28/23, 18:26:50 PM GMT
Service: iMessage

Peter A

Liked "I told Jen and team"

Attorney Client
Privilege

Attorney Client Privilege

Attorney Client Privilege

Sent: 06/28/23, 18:26:52 PM GMT
Service: iMessage

Peter A

100

Sent: 06/28/23, 18:26:58 PM GMT
Service: iMessage

Marni Goldberg

Attorney Client Privilege

Sent: 06/28/23, 18:27:06 PM GMT
Service: iMessage

Marni Goldberg

I sent Jen Brown a note on that
yesterday — waiting to hear back. I
will ping her again following this
meeting

Sent: 06/28/23, 18:27:20 PM GMT
Service: iMessage

Fred Sainz

Attorney Client Privilege

Sent: 06/28/23, 18:27:33 PM GMT
Service: iMessage

I will give it some space so she does not know we were listening in

Sent: 06/28/23, 18:27:47 PM GMT
Service: iMessage

Fred Sainz

Liked "I will give it some space so she does not know we were listening in "

Sent: 06/28/23, 18:27:58 PM GMT
Service: iMessage

Peter A

I think what Eddy said is important

Sent: 06/28/23, 18:29:09 PM GMT
Service: iMessage

Fred Sainz

Attorney Client Privilege

Sent: 06/28/23, 18:29:18 PM GMT
Service: iMessage

Peter A

Attorney Client Privilege

Sent: 06/28/23, 18:29:22 PM GMT
Service: iMessage

Fred Sainz

Attorney Client Privilege

Sent: 06/28/23, 18:29:36 PM GMT
Service: iMessage

Marni Goldberg

Attorney Client Privilege

Sent: 06/28/23, 18:29:46 PM GMT
Service: iMessage

Fred Sainz

Attorney Client Privilege

Sent: 06/28/23, 18:29:48 PM GMT
Service: iMessage

Marni Goldberg

Attorney Client Privilege

Sent: 06/28/23, 18:30:05 PM GMT

Peter A

Attorney Client Privilege

Sent: 06/28/23, 18:30:12 PM GMT

Service: iMessage

Peter A

There we go

Sent: 06/28/23, 18:35:02 PM GMT

Service: iMessage

Fred Sainz

there's no way she will allow a month

Sent: 06/28/23, 18:35:25 PM GMT

Service: iMessage

Marni Goldberg

Definitely not

Sent: 06/28/23, 18:35:35 PM GMT
Service: iMessage

Peter A

Yes but the rationale/defense

Sent: 06/28/23, 18:36:23 PM GMT
Service: iMessage

Fred Sainz

I think this is all very shaky to me

Sent: 06/28/23, 18:36:38 PM GMT
Service: iMessage

Marni Goldberg

Both the rate and teh time frame

Sent: 06/28/23, 18:36:57 PM GMT

Peter A

I don't disagree

Sent: 06/28/23, 18:37:05 PM GMT

Service: iMessage

Fred Sainz

The commission rates they are debating are 20 or 27%

Sent: 06/28/23, 18:37:29 PM GMT

Service: iMessage

Fred Sainz

Should we invite Ling and Jen to join us for a call following ours?

Sent: 06/28/23, 20:40:38 PM GMT

Service: iMessage

We definitely can

Sent: 06/28/23, 20:40:50 PM GMT
Service: iMessage

Fred Sainz

I have not gotten a read out

Sent: 06/28/23, 20:40:58 PM GMT
Service: iMessage

Marni Goldberg

Would you like me to do that?
(Schedule that)

Sent: 06/28/23, 20:41:05 PM GMT
Service: iMessage

Fred Sainz

Peter check with Mike and see if he
has

Sent: 06/28/23, 20:41:15 PM GMT
Service: iMessage

Fred Sainz

And yes

Sent: 06/28/23, 20:41:18 PM GMT
Service: iMessage

Peter A

Will do

Sent: 06/28/23, 20:41:23 PM GMT
Service: iMessage

Fred Sainz

Maybe at noon

Sent: 06/28/23, 20:41:40 PM GMT

Marni Goldberg

Ok will schedule that shortly

Sent: 06/28/23, 20:42:22 PM GMT

Service: iMessage

Fred Sainz

This is why I had to leave. Today was
rug delivery day

IMG_2090.heic

<<Attachment file name: IMG_2090.heic >>

Sent: 06/28/23, 20:42:24 PM GMT

Service: iMessage

Fred Sainz

IMG_2089.HEIC

<<Attachment file name: IMG_2089.HEIC >>

Sent: 06/28/23, 20:42:24 PM GMT

Service: iMessage

Peter A

Looks gorgeous! Where's it from?

Sent: 06/28/23, 20:43:00 PM GMT

Service: iMessage

Marni Goldberg

It looks SO nice

Sent: 06/28/23, 20:43:03 PM GMT
Service: iMessage

Marni Goldberg

The whole place!

Sent: 06/28/23, 20:43:05 PM GMT
Service: iMessage

Fred Sainz

Room and board

Sent: 06/28/23, 20:43:52 PM GMT
Service: iMessage

Peter A

Liked "Room and board "

Sent: 06/28/23, 20:44:12 PM GMT
Service: iMessage

Peter A

Very nice

Sent: 06/28/23, 20:44:15 PM GMT
Service: iMessage

Peter A

Mike has not heard a read out

Sent: 06/28/23, 20:44:32 PM GMT
Service: iMessage

Hannah Smith

LOVE the rugs!

Sent: 06/28/23, 20:44:55 PM GMT
Service: iMessage

Fred Sainz

Liked "Mike has not heard a read out
"

Sent: 06/28/23, 20:46:07 PM GMT
Service: iMessage

Marni Goldberg

Ok Ling and Jen are blocked the
entire day

Sent: 06/28/23, 20:47:53 PM GMT
Service: iMessage

Fred Sainz

Email them

Sent: 06/28/23, 20:48:21 PM GMT
Service: iMessage

Marni Goldberg

Will do

Sent: 06/28/23, 20:48:34 PM GMT
Service: iMessage

Marni Goldberg

sorry that was a dumb comment on
my part

Sent: 06/28/23, 20:48:41 PM GMT
Service: iMessage